



WPEC  
1100 Fairfield Dr  
West Palm Beach, FL 33407

Dudley Media  
919 Catherine St  
Philadelphia, PA 19147

Schedule Dates 10/02/12-10/08/12  
Advertiser Maria Sachs for Florida State Senator (74391)  
Agency Dudley Media (7265)  
Product POLITICAL CANDIDATE (ns) (1186)  
Brand FL DEM SACHS/BRUNO/S (475045)  
Salesperson TeleRep/DC, Washington DC (2995)  
Sales Office TeleRep Washington DC  
Buyer Name DUDLEY,BOB  
Phone/Fax /  
CPE 2  
Account Types National/Political Candidate Agency BRD  
Billing Type Weekly/Irregular  
Comments MARIA SACHS 10/02  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

Date entered 10/01/12  
Last Modified 10/01/12  
Entered By Nancy Brutus  
CO-OP No  
Headline # 06356898  
Demo A35+R  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$4,548.75  
Net Total \$25,776.25  
Sales Tax

West Palm Beach (WPEC)  
By Broadcast Month Spots Rate  
Oct. 2012 54 \$30,325.00  
Grand Total: 54 \$30,325.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	10/02/12-10/05/12	3	:30	6A-7A (EST)	4	X	X	X	X	X			4	\$350.00	\$1,400.00	West Palm Beach (WPEC)		10/1/12
2.0	Normal Line / SPOT (2)	10/02/12-10/05/12	3	:30	7A-9A (EST)	4	X	X	X	X	X			4	\$225.00	\$900.00	West Palm Beach (WPEC)		10/1/12
3.0	Normal Line / SPOT (3)	10/02/12-10/05/12	3	:30	9A-10A (EST)	4	X	X	X	X	X			4	\$200.00	\$800.00	West Palm Beach (WPEC)		10/1/12
4.0	Normal Line / SPOT (4)	10/02/12-10/05/12	3	:30	4P-5P (EST)	4	X	X	X	X	X			4	\$350.00	\$1,400.00	West Palm Beach (WPEC)		10/1/12
5.0	Normal Line / SPOT (5)	10/02/12-10/05/12	3	:30	5P-5:30P (EST)	4	X	X	X	X	X			4	\$500.00	\$2,000.00	West Palm Beach (WPEC)		10/1/12
6.0	Normal Line / SPOT (6)	10/02/12-10/05/12	3	:30	5:30P-6P (EST)	4	X	X	X	X	X			4	\$500.00	\$2,000.00	West Palm Beach (WPEC)		10/1/12
7.0	Normal Line / SPOT (7)	10/02/12-10/05/12	3	:30	7P-7:30P (EST)	4	X	X	X	X	X			4	\$500.00	\$2,000.00	West Palm Beach (WPEC)		10/1/12
8.0	Normal Line / SPOT (8)	10/02/12-10/05/12	3	:30	6P-6:30P (EST)	4	X	X	X	X	X			4	\$600.00	\$2,400.00	West Palm Beach (WPEC)		10/1/12
9.0	Normal Line / Prime (9)	10/08/12-10/08/12	3	:30	10P-CBS-Hawaii Five-O (Monday)	1								1	\$2,000.00	\$2,000.00	West Palm Beach (WPEC)		10/1/12
10.0	Normal Line / Prime (10)	10/07/12-10/07/12	3	:30	9:30P-CBS-The Good Wife (Sunday)	1								1	\$2,200.00	\$2,200.00	West Palm Beach (WPEC)		10/1/12
11.0	Normal Line / Prime (11)	10/06/12-10/06/12	3	:30	10P-CBS-48 Hours (Saturday)	1								1	\$800.00	\$800.00	West Palm Beach (WPEC)		10/1/12
12.0	Normal Line / Prime (12)	10/03/12-10/03/12	3	:30	9P-CBS-Presidential Debate	1								1	\$2,000.00	\$2,000.00	West Palm Beach (WPEC)		10/1/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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1100 Fairfield Dr  
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919 Catharine St  
Philadelphia, PA 19147

Schedule Dates	10/02/12-10/08/12	Last Modified	10/01/12
Advertiser	Maria Sachs for Florida State Senator (74391)	Entered By	Nancy Britus
Agency	Dudley Media (7265)	CO-OP	No
Product	POLITICAL CANDIDATE (ns) (1186)	Headline #	06356898
Brand	FL DEM SACHS/BRUNO/S (475045)	Demo	A35+R
Salesperson	TeleRep/DC, Washington DC (2395)	Order Type	Normal
Sales Office	TeleRep Washington DC	Package Deal	
Buyer Name	DUDLEY, BOB	Commission %	15.00
Phone/Fax	/	Commission	\$4,548.75
CPE	2	Net Total	\$25,776.25
Account Types	National/Political Candidate Agency BRD	Sales Tax	
Billing Type	Weekly/Irregular		
Comments	MARIA SACHS 10/02 ***** THIS IS A CASH IN ADVANCE SCHEDULE *****,		

By Broadcast Month	Spots	Rate
Oct. 2012	54	\$30,325.00
Grand Total:	54	\$30,325.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
13.0	Normal Line / Prime (13)	10/07/12-10/07/12	3	:30	8:30P- CBS-Amazing Race (Sunday)								1	1	\$2,200.00	\$2,200.00	West Palm Beach (WPEC)		10/1/12
14.0	Normal Line / SPOT (14)	10/02/12-10/05/12	3	:30	11:30P- 12:35A (EST)	3	X	X	X	X				2	\$225.00	\$450.00	West Palm Beach (WPEC)		10/1/12
14.0.1	Closed Preempt (14)	10/02/12															West Palm Beach (WPEC)	Sold Out/Exception - Higher cash in breaks during that time, also political runn	10/1/12
15.0	Normal Line / SPOT (15)	10/02/12-10/05/12	3	:30	11P- 11:30P (EST)	4	X	X	X	X				4	\$700.00	\$2,800.00	West Palm Beach (WPEC)		10/1/12
16.0	Normal Line / SPOT (16)	10/07/12-10/07/12	3	:30	7A- 8A (EST)							1		1	\$150.00	\$150.00	West Palm Beach (WPEC)		10/1/12
17.0	Normal Line / SPOT (17)	10/07/12-10/07/12	3	:30	9A- 10:30A (EST)							1		1	\$900.00	\$900.00	West Palm Beach (WPEC)		10/1/12
18.0	Normal Line / SPOT (18)	10/07/12-10/07/12	3	:30	10:30A- 11:30A (EST)							1		1	\$500.00		West Palm Beach (WPEC)		10/1/12
18.0.1	Closed Preempt (18)	10/07/12															West Palm Beach (WPEC)		10/1/12
19.0	Normal Line / SPOT (19)	10/08/12-10/08/12	3	:30	6A- 7A (EST)									1	\$350.00	\$350.00	West Palm Beach (WPEC)	Sold Out/Exception - Higher cash in breaks during that time, also political runn	10/1/12
20.0	Normal Line / SPOT (20)	10/08/12-10/08/12	3	:30	7A- 9A (EST)									1	\$225.00	\$225.00	West Palm Beach (WPEC)		10/1/12
21.0	Normal Line / SPOT (21)	10/08/12-10/08/12	3	:30	9A- 10A (EST)									1	\$200.00	\$200.00	West Palm Beach (WPEC)		10/1/12
22.0	Normal Line / SPOT (22)	10/08/12-10/08/12	3	:30	4P- 5P (EST)									1	\$350.00	\$350.00	West Palm Beach (WPEC)		10/1/12

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23.0	Normal Line / SPOT (23)	10/08/12-10/08/12	3	:30	5:30P- 5:30P (EST)	1								1	\$500.00	\$500.00	West Palm Beach (WPEC)		10/1/12
24.0	Normal Line / SPOT (24)	10/08/12-10/08/12	3	:30	5:30P- 6P (EST)	1								1	\$500.00	\$500.00	West Palm Beach (WPEC)		10/1/12
25.0	Normal Line / SPOT (25)	10/08/12-10/08/12	3	:30	7P- 7:30P (EST)	1								1	\$500.00	\$500.00	West Palm Beach (WPEC)		10/1/12
26.0	Normal Line / SPOT (26)	10/08/12-10/08/12	3	:30	6P- 6:30P (EST)	1								1	\$600.00	\$600.00	West Palm Beach (WPEC)		10/1/12
27.0	Normal Line / SPOT (27)	10/08/12-10/08/12	3	:30	11P- 11:30P (EST)	1								1	\$700.00	\$700.00	West Palm Beach (WPEC)		10/1/12

**NAB**

BROADCASTERS

**AGREEMENT FORM FOR  
POLITICAL BROADCASTS**STATION and LOCATION WPEC-TV West Palm Beach, FL Date 9-28-12I, Dudley Media (on behalf of) Maria SachsA legally qualified candidate of the Democratic political party for the office ofFL State Senate District #34In the General election to be held on 11-6-12 do hereby request station time as follows:

Length of Broadcast	Time of Day, Rotation or Package	Days	Class of time	Times per Week	No. of Weeks	Rate
- See Attached - WPEC #1385472						

Date of First Broadcast <u>10-2-12</u>	Date of Last Broadcast <u>10-2-12</u>
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Total Charges: \$30,325<sup>00</sup>The broadcast time will be used by Maria SachsI represent that the payment for the above-described broadcast time has been furnished by Maria Sachs for State Senate

And you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is ( ) a corporation; ( ) a committee; ( ) an association; or ( ) other unincorporated group. The names and offices of the chief executive officers of the entity are:

Marilyn Abrams, Treasurer

I agree to indemnify and hold harmless the station from any damages of liability, including reasonable attorney's fees that may ensue from the performance of the above-stated broadcast. For the above-stated broadcast I also agree to prepare a script or transcription, which will be delivered to the station at least \_\_\_\_\_ Before the time of the scheduled broadcast. (Note: the two preceding sentences are not applicable if the candidate personally appears during the broadcast.) The station has disclosed to me its political advertising policies including: applicable class and rates; and discounts, promotional and other sales practices. (Note: The preceding sentence may be deleted). The purchase of the time described herein is controlled, approved or authorized by the candidate or his/her authorized committee. (Note: the preceding sentence applies only to candidates for non-federal office).

Date 9-28-12

(Candidate or Agent)

Bob Dudley☒ Accepted ☐ RejectedBy William RobertsTitle 10/19/12

This request whether accepted or rejected, will be available for public inspection for a period of two years.



# RECORD OF REQUEST

FOR BROADCAST TIME BY OR ON BEHALF OF A  
CANDIDATE FOR PUBLIC OFFICE OR AN ISSUE OF  
PUBLIC IMPORTANCE

CANDIDATE/ISSUE: Sachs, Marcia PARTY: Democratic

OFFICE/DESCRIPTION: FLA. State Senate ELECTION DATE: 11/6/12

INQUIRY MADE BY: Bob Dupley  
Candidate Manager Agency Committee (circle one)

ADDRESS: Dupley Media  
919 Catharine St.  
Philadelphia, PA 19147

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_

Information Requested: Rates + Avails

Final Disposition: Order placed \$30,325<sup>00</sup>

If Committee, list officers and position: Marilyn Abrams - Treasurer

TAKEN BY: Cheyl Blair DATE: \_\_\_\_\_ TIME: \_\_\_\_\_  
T Rep Wash.